

## USING PRIZM® PREMIER IN SIMPLYANALYTICS

### What is PRIZM Premier?

PRIZM Premier is a marketing segmentation system from Claritas containing 68 segments that combine demographics, consumer behavior, and geographic data to help marketers understand, find, and engage with their customers and prospects.

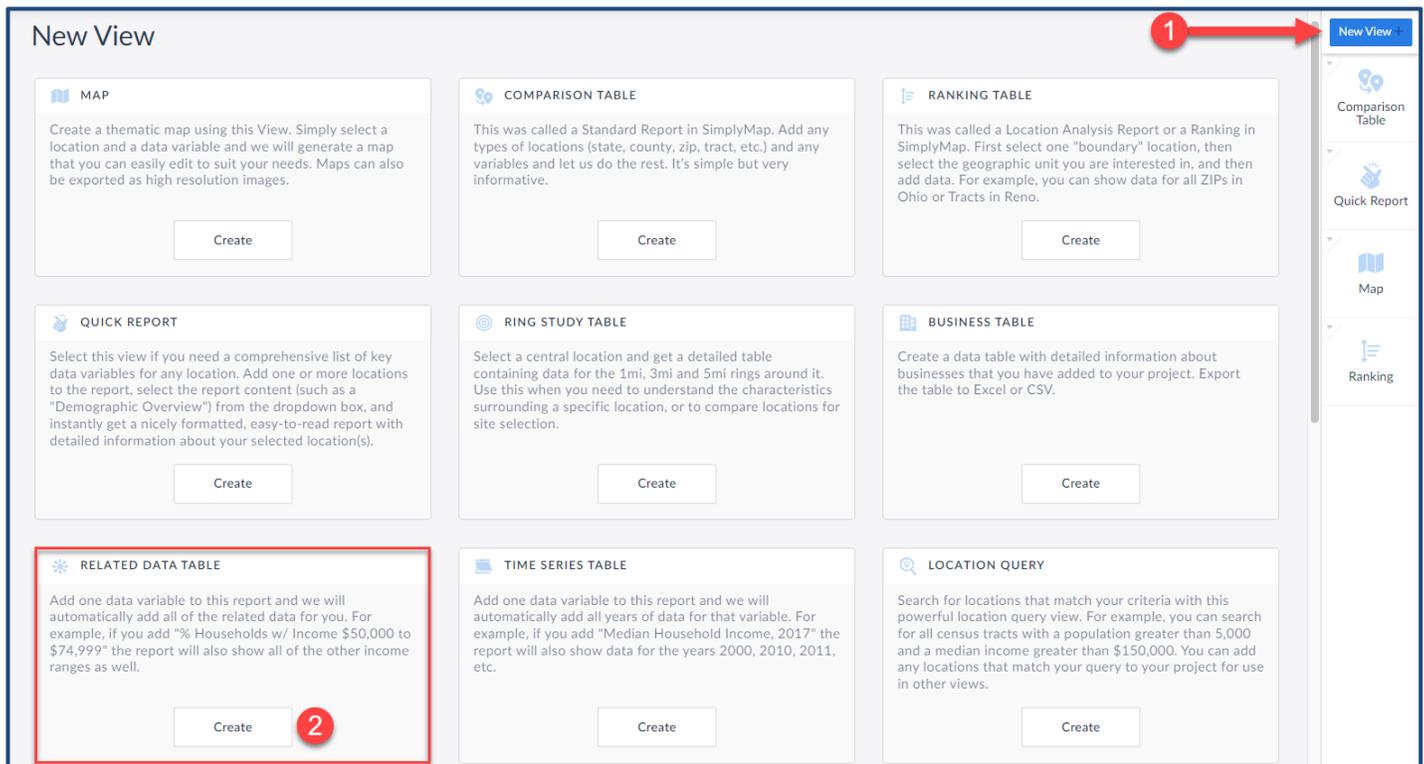
### How to use PRIZM data in SimplyAnalytics

There are two primary ways to leverage the PRIZM data in SimplyAnalytics:

- Identify the top PRIZM segments for a target geography
- Identify areas with the highest concentration of chosen social/lifestage groups

### Identifying the Top PRIZM Segment in a Geography

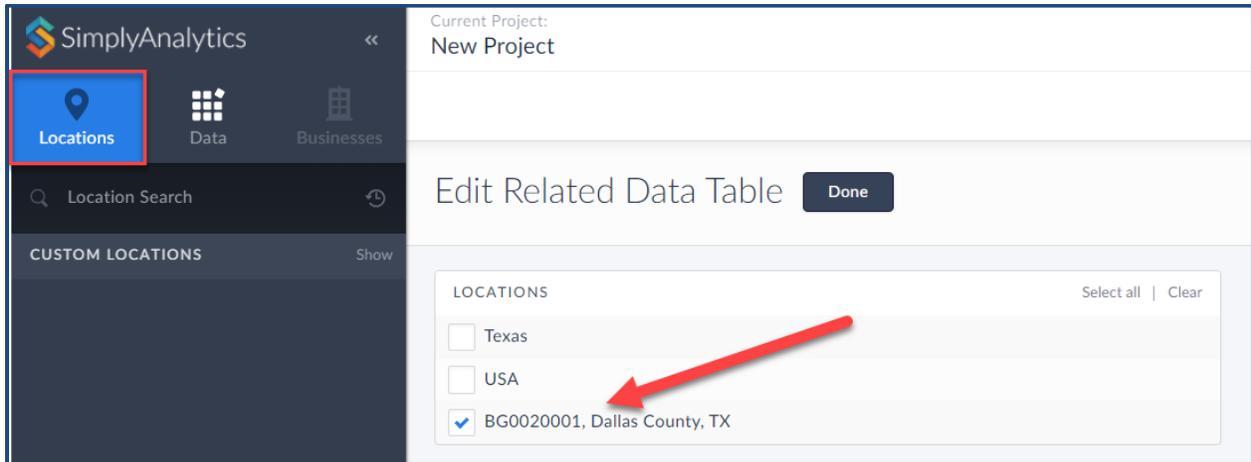
1. In your project, select **New View (1)** towards the top-right of the interface, then **Create (2)** under the **Related Data Table** view.



The screenshot displays the 'New View' selection interface in SimplyAnalytics. The interface is a grid of view options, each with a 'Create' button. A red circle with the number '1' and an arrow points to the 'New View+' button in the top right corner. A red circle with the number '2' is placed over the 'Create' button of the 'RELATED DATA TABLE' view, which is also highlighted with a red border. The 'RELATED DATA TABLE' view description reads: 'Add one data variable to this report and we will automatically add all of the related data for you. For example, if you add "% Households w/ Income \$50,000 to \$74,999" the report will also show all of the other income ranges as well.'

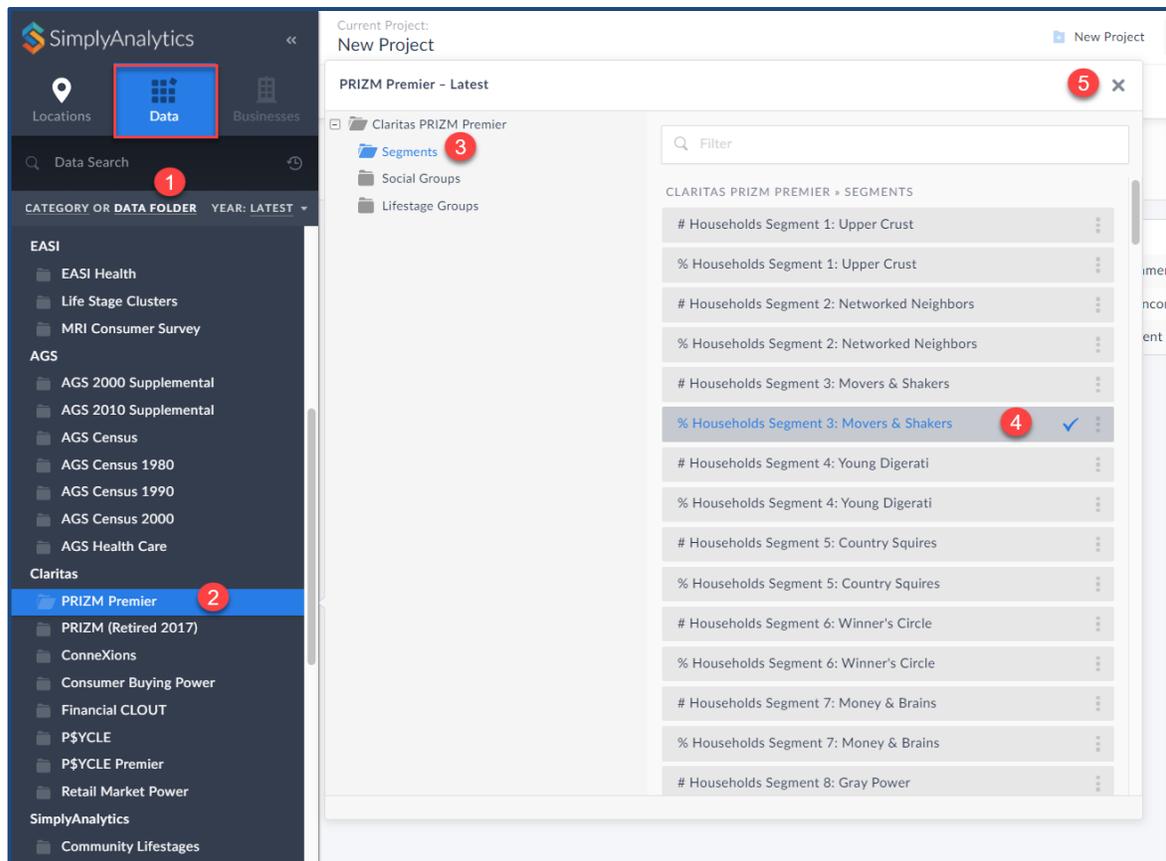
View Name	Description
MAP	Create a thematic map using this View. Simply select a location and a data variable and we will generate a map that you can easily edit to suit your needs. Maps can also be exported as high resolution images.
COMPARISON TABLE	This was called a Standard Report in SimplyMap. Add any types of locations (state, county, zip, tract, etc.) and any variables and let us do the rest. It's simple but very informative.
RANKING TABLE	This was called a Location Analysis Report or a Ranking in SimplyMap. First select one "boundary" location, then select the geographic unit you are interested in, and then add data. For example, you can show data for all ZIPs in Ohio or Tracts in Reno.
QUICK REPORT	Select this view if you need a comprehensive list of key data variables for any location. Add one or more locations to the report, select the report content (such as a "Demographic Overview") from the dropdown box, and instantly get a nicely formatted, easy-to-read report with detailed information about your selected location(s).
RING STUDY TABLE	Select a central location and get a detailed table containing data for the 1mi, 3mi and 5mi rings around it. Use this when you need to understand the characteristics surrounding a specific location, or to compare locations for site selection.
BUSINESS TABLE	Create a data table with detailed information about businesses that you have added to your project. Export the table to Excel or CSV.
RELATED DATA TABLE	Add one data variable to this report and we will automatically add all of the related data for you. For example, if you add "% Households w/ Income \$50,000 to \$74,999" the report will also show all of the other income ranges as well.
TIME SERIES TABLE	Add one data variable to this report and we will automatically add all years of data for that variable. For example, if you add "Median Household Income, 2017" the report will also show data for the years 2000, 2010, 2011, etc.
LOCATION QUERY	Search for locations that match your criteria with this powerful location query view. For example, you can search for all census tracts with a population greater than 5,000 and a median income greater than \$150,000. You can add any locations that match your query to your project for use in other views.

2. The Edit View screen appears. Here you need to choose a location and add one PRIZM Premier segment. Here's how – first, add/select your target locations within the Edit View screen as shown below.

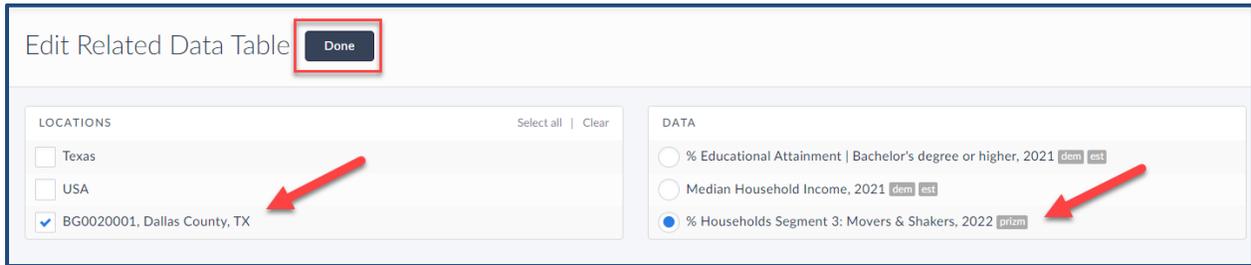


Next, navigate to the path using the Data Folder option to add in any PRIZM Premier segment. The related data table will automatically add in all variables in the folder when you generate the report.

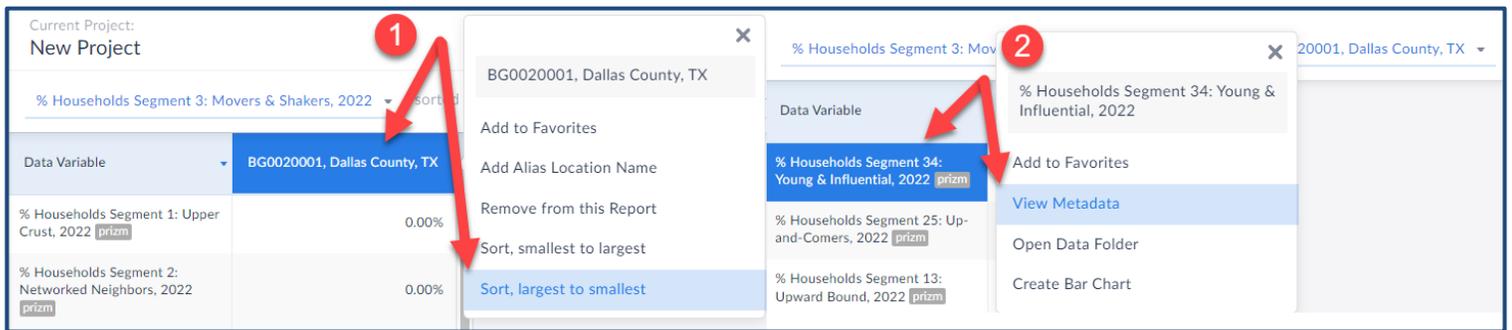
### PRIZM Premier US » Segments



3. With the location chosen, and at least one data variable selected, select, **Done**.

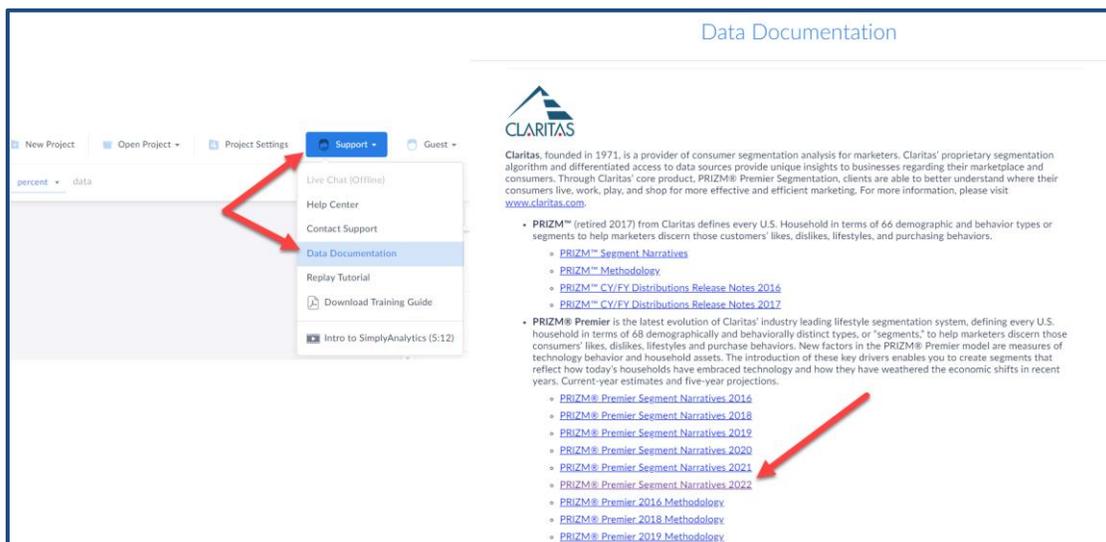


The report will generate adding in all 68 PRIZM segments. To identify the top segment for your geography, click on the location (1) and **Sort, Largest to Smallest**. Read more about the segment by selecting the variable name, then **View Metadata** (2).



## Using the Social/Lifestage PRIZM Premier Groups

Within the Data Documentation in SimplyAnalytics (found under Support > Data Documentation), reference the *PRIZM Premier Segment Narratives 2022* link.



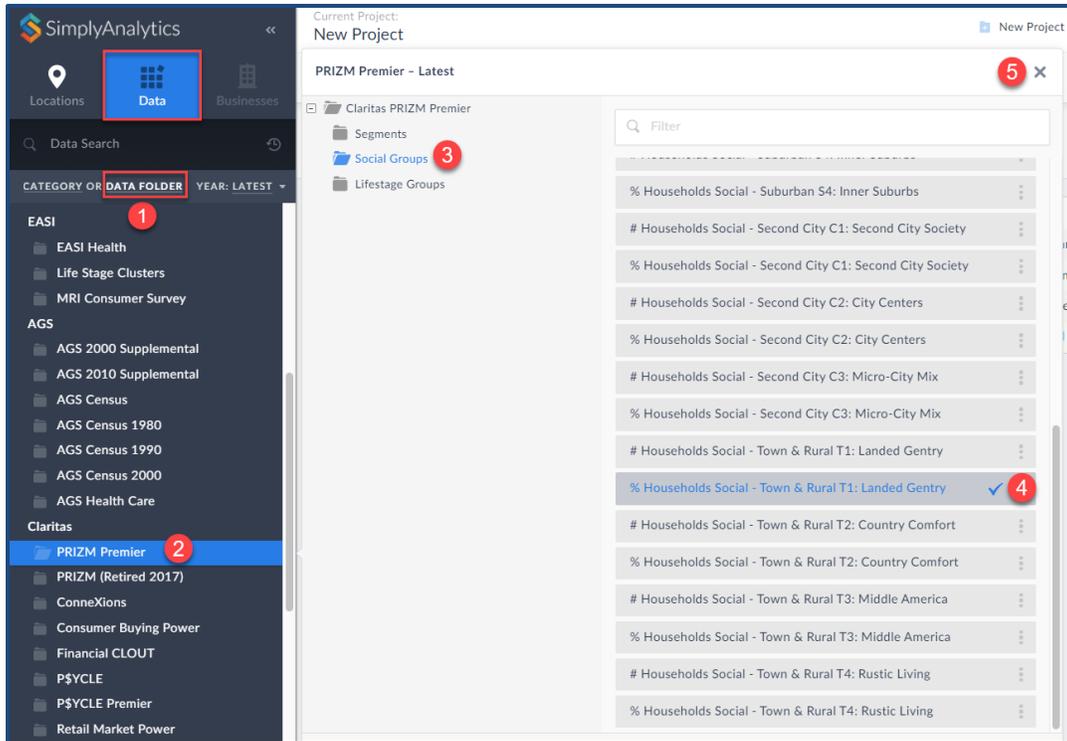
In this PDF document are two helpful matrixes on pages 11 & 19 – one each for Social/Lifestage Groups respectively that visualize how the groupings are organized. This example will reference the Social Groups on page 19.



Suppose that a company wants to identify ZIP Codes to market to in the United States, and the profile of whom they want to reach is wealthy & lives in rural areas. The matrix above is sorted by urbanicity and income – **T1 Landed Gentry** is the target social group.

The goal now is to create a Ranking Report for the USA to find the ZIP Codes with the highest concentrations of **T1 Landed Gentry** adults.

In your project, select *New View* towards the top-right of the interface, then *Create* under the **Ranking Table** view. You will be presented with the Edit View page. **For the location, ensure that USA is selected**, and navigate to this path: *Claritas PRIZM Premier » Social Groups* to select, **% Households Social – Town & Rural: T1 Landed Gentry**.



Click **Done** to generate the report. From here you can sort *Largest to Smallest* to see the highest concentrations of this social group. **\*\*NB\*\***: Set the Ranking Report geographies to ZIP Codes towards the top of the report. See image below for reference.

